<u>**Amendments to the Claims:**</u>

1. (previously presented) A system, comprising:

a plurality of processing modules configured for performing a predefined set of operations on data received from a data source, at least two processing modules being selected from the group consisting of: a data stabilizer processing module for smoothing noisy or variable data using a computational solution of a minimum variance Bayesian estimation method; a saturation limited forecasting module for using available historical or recently captured data along with an estimated and/or available saturation population function as the basis for an algorithm that defines the growth of the population to a maximum attainable level; a dynamic activity-level icon module for iconically indicating to the user of a remote computer system relative levels of activity at network sites for different merchants offering competitive goods or services; and an alarm filter module for monitoring data rates and sending a signal based on deviations from desired thresholds from a normative rate; and

wherein the system is configured for presenting selected items of data following the sequential processing of data by the at least two selected processing modules.

2. (previously presented) The system of claim 1 wherein the data source comprises one or more remote computer systems.

3. (previously presented) The system of claim 2 wherein the system is adapted to receive and process data related to an online e-commerce transaction.

4. (currently amended) The system of claim 1 wherein at least three of said processing modules are selected and the ~~presentation server is~~ **system is configured** for presenting selected items of data following the sequential processing of data by the at least three selected processing modules.

5. (currently amended) The system of claim 1 wherein four of the processing modules are selected and the ~~presentation server is~~ **system is configured** for presenting selected items of data following the sequential processing of data by the at least four selected processing modules.

6. (currently amended) The system of claim 1 wherein all five of the processing modules are selected and the ~~presentation server is~~ **system is configured** for presenting selected items of data following the sequential processing of data by the at least fice selected processing modules.

8. (currently amended) A system, comprising:

> a plurality of processing modules configured for performing a predefined set of operations on data relating to e-commerce transaction received from a first plurality of remote computer systems, at least two processing modules being selected from the group consisting of: a data stabilizer processing module for smoothing noisy or variable data using a computational solution of a minimum variance Bayesian estimation method; a saturation limited forecasting module for using available historical or recently captured data along with an estimated and/or

available saturation population function as the basis for an algorithm that defines the growth of the population to a maximum attainable level; a dynamic activity-level icon module for iconically indicating to the user of a remote computer system a level of activity at each of a plurality of merchant network sites, the **dynamic activity-level icon** module automatically causing the indication of activity to be sent to the remote computer system upon user access to an electronic page comprising a listing of a plurality of merchants; and an alarm filter module for monitoring data rates and sending a signal based on deviations from desired thresholds from a normative rate;

wherein the system is configured to present to a second plurality of remote computer systems via a computer network a set of items or data generated from the sequential processing of the data by the at least two processing modules.

9. (previously presented) The system of claim 8 wherein the system is configured to receive e-commerce data over the Internet.

10. (previously presented) The system of claim 9 wherein the data generated by the processing modules is presented over the Internet to a second plurality of remote computer systems comprising consumer computer systems.

11. (previously presented) The system of claim 9 wherein the system is configured toto serve a survey questionnaires to first plurality of remote computer systems, the system being configured to receive data supplied in response to a survey and to process the data using the selected processing modules.

12. (cancelled)

13. (previously presented) The system of claim 10 wherein the second plurality of remote computer systems comprise one or more merchant computer systems.

14. (previously presented) The system of claim 10 wherein the second plurality of remote computer systems comprise a plurality of consumer computer systems.

15. (previously presented) The system of claim 10 wherein the system is configured to present the processed data to a plurality of merchant and consumer computer systems.

16. (previously presented) The system of claim 10 wherein the presented data comprises ratings for online merchants, the ratings being based on data received from the first plurality of remote computer systems, wherein the first plurality comprises consumer computer systems.

17. (previously presented) The system of claim 14 wherein at least three of the processing modules are selected for sequential processing of the data.

18. (previously presented) The system of claim 1 wherein one selected processing module comprises a   data stabilizer processing module and one selected processing module comprises an alarm filter module.

19. (previously presented) The system of claim 1 wherein one selected processing module comprises a data stabilizer processing module and one selected processing module comprises a dynamic activity-level icon module.

20. (previously presented) The system of claim 1 wherein one selected processing module comprises a data stabilizer processing module and one selected processing module comprises a saturation limit forecasting module.

21.   (cancelled)

22. (previously presented) The system of claim 15 wherein one selected processing module comprises a data stabilizer processing module and one selected processing module comprises an alarm filter module.

23. (previously presented) The system of claim 15 wherein one selected processing module comprises a data stabilizer processing module and one selected processing module comprises a dynamic activity-level icon module.

24. (previously presented) The system of claim 15 wherein one selected processing module comprises a data stabilizer processing module and one selected processing module comprises a saturation limit forecasting module.

25.   (cancelled)

26.   (cancelled)

27.   (original) The system of claim 23 further comprising an alarm filter processing module.

28.   (cancelled)

30.   (cancelled)

31.   (previously presented) The system of claim 14 further comprising a dynamic activity-level icon processing module.

32-50 (cancelled)

51.   (previously presented) A computer implemented method, comprising:

capturing data from a a first plurality of remote computers systems over the Internet;

performing a predefined set of operations on data received from the first plurality of computer systems at least two processing modules being selected from the group consisting of: a data stabilizer processing module for smoothing noisy or variable data using a computational solution of a minimum variance Bayesian estimation method; a saturation limited forecasting module for using available historical or recently captured data along with an estimated and/or available saturation population function as the basis for an algorithm that defines the growth of the population to a maximum attainable level; a dynamic activity-level icon module for iconically indicating to the user of a remote computer system a level of

activity at each of a plurality of merchant network sites, the module automatically causing the indication of activity to be sent to the remote computer system upon user access to an electronic page comprising a listing of a plurality of merchants; and an alarm filter module for monitoring data rates and sending a signal based on deviations from desired thresholds from a normative rate, the one or more processing modules outputting processed data or information; and

presenting selected items of processed data or information following the sequential processing of the data using the at least two processing modules.

52.   (cancelled)

53.   (original) The method of claim 51 wherein the captured data relates to e-commerce transactions.

54.   (previously presented) The method of claim 53 wherein the e-commerce transactions comprise consumer-merchant transactions.

55.   (previously presented) The method of claim 53 wherein the e-commerce transactions comprise business to business transactions.

56.   (cancelled)

57.   (original) The method of claim 51 wherein at least three of said processing modules are selected.

58.   (original) The method of claim 51 wherein four of the processing modules are selected.

59.   (cancelled)

60.   (original) The method of claim 54 wherein at least three of said processing modules are selected.

61.   (cancelled)

62.   (previously presented) The method of claim 54 further comprising serving a survey questionnaire to the first plurality of remote computer systems, and, and capturing completed survey data for use in the selected processing modules.

63.   (previously presented) The method of claim 62 wherein the first plurality ofcomputer systems comprise a plurality of consumer computer systems and the survey data relates to an online transaction betweena consumer and a merchant.

64.   (previously presented) The method of claim 54 wherein the first plularity of computer systems comprise one or more merchant computer systems.

65.   (previously presented) The method of claim 51 wherein the processed data is presented to a plurality of merchant computer systems.

66. (previously presented) The method of claim 51 wherein the processed data is presented to a plurality of consumer computer systems.

67. (previously presented) The method of claim 66 wherein the data comprises ratings for online merchants.

68-88 (cancelled)

89. (previously presented) A presentation server that includes web pages containing data or information that has been derived from at least two processing modules selected from the group consisting of: a data stabilizer processing module for smoothing noisy or variable data using a computational solution of a minimum variance Bayesian estimation method; a saturation limited forecasting module for using available historical or recently captured data along with an estimated and/or available saturation population function as the basis for an algorithm that defines the growth of the population to a maximum attainable level; a dynamic activity-level icon module for iconically indicating to the user of a remote computer system a level of activity at each of a plurality of merchant network sites, the module automatically causing the indication of activity to be sent to the remote computer system upon user access to an electronic page comprising a listing of a plurality of merchants; and an alarm filter module for monitoring data rates and sending a signal based on deviations from desired thresholds from a normative rate, the web pages being accessible to a plurality of remote merchant systems over a computer network.

90.   (previously presented) A presentation server that includes web pages containing data or information that has been derived from at least two processing modules selected from the group consisting of: a data stabilizer processing module for smoothing noisy or variable data using a computational solution of a minimum variance Bayesian estimation method; a saturation limited forecasting module for using available historical or recently captured data along with an estimated and/or available saturation population function as the basis for an algorithm that defines the growth of the population to a maximum attainable level; a dynamic activity-level icon module for iconically indicating to the user of a remote computer system a level of activity at each of a plurality of merchant network sites, the module automatically causing the indication of activity to be sent to the remote computer system upon user access to an electronic page comprising a listing of a plurality of merchants; and an alarm filter module for monitoring data rates and sending a signal based on deviations from desired thresholds from a normative rate, the web pages being accessible to a plurality of remote consumer computer systems over a computer network.

91.   (original) The presentation server of claim 89 wherein the network comprises the Internet.

92.   (original) The presentation server of claim 90 wherein the network comprises the Internet.

93.   (original) The presentation server of claim 91 wherein the web pages include evaluation information about merchant performance, the information being derived from data processed by a selected processing module.

94.   (original) The presentation server of claim 92 wherein the web pages include ratings of merchant websites, the ratings being derived from data processed by a selected processing module.

95.   (original) The presentation of claim 90 wherein the web pages include ratings information for one or more products; the ratings information being derived from data captured from remote computer systems.